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BASIC PRINCIPLES OF ENVIRONMENTAL MARKETING

Summary. Considering the characteristics of modern marketing activities, the article highlights the essence of the concept of environmental marketing; the concept of "ecological marketing" is determined and its features are revealed, the purpose and main functions that it performs are highlighted; the main types of environmental marketing are provided. The necessity of using the concept of environmental marketing as a means of execution the success of the company is shown. The authors also discuss new development tendencies of environmental marketing.

Key words: sustainable development, environmental marketing, green marketing, environmental requirements, environmental goods.

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ОСНОВНІ ЗАСАДИ ЕКОЛОГІЧНОГО МАРКЕТИНГУ

Резюме. Враховуючи особливості сучасної маркетингової діяльності, висвітлено суть концепції екологічного маркетингу, яка полягає в орієнтації виробництва і збуту на задоволення екологічно-орієнтованих потреб та запитів споживачів, створення й стимулювання попиту на екологічні товари (вироби чи послуги) – економічно ефективні та екологічно безпечні у виробництві та споживанні з урахуванням різноспрямованих інтересів суб'єктів ринку. Загальною метою екологічного маркетингу є забезпечення довготермінового добробуту суспільства з економічних, соціальних і екологічних позицій на основі підприємницької діяльності суб'єктів господарювання.

Відповідно до концепції екологічного маркетингу усі аспекти господарської діяльності сучасного підприємства мають плануватися і здійснюватися з урахуванням потреб та вимог ринку (в тому числі екологічних), ґрунтуватися на принципах екологічної безпеки. Розроблення екологічно орієнтованої концепції маркетингу є необхідною умовою забезпечення конкурентоспроможності, соціальної та екологічної відповідальності підприємства.

Ключові слова: сталий розвиток, екологічний маркетинг, зелений маркетинг, екологічні потреби, екологічні товари.

Formulation of the problem. The modern world requires a new approach, and the society is keenly aware of the need to move to the concept of sustainable development.

Sustainable development (Eng. Sustainable development) — is the general concept of the necessity to establish a balance between satisfying today's needs and protecting future generations' interests, including their need for a safe and healthy environment. More often, manufacturers in their efforts begin to focus on social and ethical marketing which is based on environmental marketing, the essence of which is the total global orientation of production and sales of goods to meet the needs of environmentally-oriented consumers, create and stimulate the demand for environmentally friendly products. Therefore, nowadays the term «sustainable development» is often understood as the concept of «ecological marketing», «ecomarketing», «green marketing». The formation of demand and sales promotion, business planning, considering the environmental aspects is one of the pressing problems in the current development of production and consumption. To be successful in the market of environmentally friendly products it is important to follow a certain sequence of measures aimed at creating demand and sales promotion.

Analysis of recent research and publications. The problems of marketing in general and environmental marketing in particular are the subject of research and publications of eminent foreign and domestic scientists such as A. Armstrong, O. Balatsky, G. Biliavsky, T. Vaidanych, A. Vichevych, A. Voichak, S. Garkavenko, V. Gerasymchuk, I. Didovych,

R. Yefremova, L. Zhubanova, V. Ignatova, F. Kotler, V. Pylypchuk, D. Sonders, H. Hershgen, A. Hachaturov and others. Certain issues of environmental marketing is highlighted in the studies of the following economists: S. Bekmann, V. Kilborn, Zh. Ottman, D. Fuller, K. Pitt, A. Rashchenko, M. Polonsky, A. Hachaturov. The given problem is investigated in domestic scientific literature by S. Illiashenko, O. Prokopenko, O. Balatsky, A. Vichevych, T. Vaidanych, I. Didovych, Yu. Sosyurko, O. Sadchenko, S. Harichkov, V. Shevchuk and others.

Aim of the article: to reveal the notion of «ecological marketing», justify and define its characteristics, show the need for environmental marketing concept as a means to achieve the success of the enterprise.

Research outcome. Modern marketing in general has purely economic objectives and seeks to balance the economic interests of producers and consumers. However, recently not only the government and scientists, but also the general public, acting as a consumer is concerned by the influence of the production sector on the environment. And it is the consumer who has played a crucial role in the emergence and establishment of such direction as environmental marketing. Environmental problems nowadays have acquired a global character: environment and the planet's resources influenced by economic and everyday activities of all nations are changing. These changes are becoming ruinous. The magnitude of changes in different countries varies. Some of them led to environmental degradation, others - to the environmental crisis in the country or in individual regions.

It is necessary to take into account the objective reasons that would force to look for opportunities for getting out of the crisis and new ways of economic development. It is necessary to comply with certain terms and conditions when it is possible to receive both environmental and economic benefit. Otherwise the negative consequences of equilibrium violations between ecology and economy that is allowed in order to achieve unilateral advantages will be shown [1].

Recently, among various concepts of an enterprise development the concept of social-ethical marketing and the concept of relationship marketing are of special urgency. They altogether meet the ideology of sustainable development, which promotes harmonizing the interests of producers (income), customers (satisfaction) and society as a whole (sustainable ecological and socio-economic development).

Within the concept of sustainable development the environmental marketing concept arises, which is to guide the production and marketing to meet the environmentally-oriented needs and demands of consumers, create and stimulate demand for environmental goods (goods or services) that is economically efficient in production and environmentally friendly in consumption considering the divergent interests of the market.

According to the concept of environmental marketing all aspects of economic activity of the modern enterprise must be planned and implemented to meet the needs and demands of the market (including environmental), based on the principles of environmental safety [2, p.15].

Development of environmentally oriented marketing concept is a prerequisite for competitiveness, social and environmental responsibility of the company.

The establishment of environmental marketing in leading developed countries of the world has passed several stages of evolution. Since its inception in the 1970's the understanding of the interaction between the economy and the environment has been developing, and the understanding of environmental marketing has developed consequently. There can be distinguished three following phases [9]:

- Ecological marketing – this concept appeared in 1970s and provided narrowly targeted initiatives concentrated on reducing the dependency of partially harmful products; all

marketing activities were considered from the perspective of help in solving environmental problems;

- Environmental marketing – a broader approach that emerged in the late 1980s - early 1990s, and was designed to reduce the harmful impact on the environment through the application of thrifty manufacturing technologies, creating innovative new products that provide a lower level of emission fumes and waste. This creates opportunities for competitive advantage by satisfying the demand of environmentally conscious consumers;

- Sustainable marketing – more radical approach to markets and marketing, which is looking for ways to cover all the costs of production and consumption related to the protection of the environment to create sustainable (balanced) economy. This approach originated in the late 1990s - early 2000s. In this concept, in addition to environmental aspects social and societal demands are particularly important.

Nowadays generally accepted definition of environmental marketing does not exist.

The representatives of Ukrainian school of environmental marketing A. Vichevych, T. Vaydanych and I. Didovych offer to determine environmental marketing as «the management function that organizes and directs the activities of enterprises (organizations) related to the assessment and conversion of consumers' requirements into environmentally oriented demand for goods and services that help to preserve the quality and quantity of major ecosystems, meet the needs of both individuals and organizations or society as a whole» [3].

According to Sadchenko O.V. and Harichkov S.K., environmental marketing - is not only the maximizing of consumption growth, expanding consumer choice, consumer satisfaction and quality of life for maximum growth and also the support of sustainable, balanced territorial development and maintaining high quality of the environment [4].

S.I. Lebedevych offers by the term «ecomarketing» to mean the set of activities in the field of production and sales management of an enterprise which orients the production and marketing to make a profit at the expense of consumers' needs and demands in the case of compliance with environmental, social and economic interests of society [5].

In our opinion, the most successful is the definition of environmental marketing, given by S.M. Illyashenko and A.V. Prokopenko: in terms of enterprise focusing on the production of environmental goods, environmental marketing is a type of business, aimed at identifying and meeting the environmental needs of individual consumers and society as a whole using more efficient way than competitors, resulting in bringing the competitiveness and profitability of an enterprise [6].

Table 1 also provides the existing definitions of "ecological marketing" given by foreign authors.

Table 1

Identification of environmental marketing

Таблиця 1

Визначення екологічного маркетингу

Identification of environmental marketing	The source
Environmental Marketing – (determination at retail level): promotion and marketing of products that are assumed to be safe for the environment.	American Marketing Association – http://www.marketingpower.com/_layouts/Dictionary.aspx?dLetter=G
Environmental Marketing – (definition in terms of social marketing): development, promotion and marketing of products designed to minimize negative effects on the natural environment or to improve its quality.	
Environmental Marketing – (definition from the perspective of the environment): the efforts of an	

enterprise during the production, promotion, packaging and disposal of products in a manner that is sensitive to environmental issues or easily reacts to them.	
Environmental marketing – the efforts of companies and organizations that aim to meet consumer demand for products made with less harmful impact on the environment.	www.green-marketing.com
Environmental marketing – the overall thrust of marketing strategies and tools that improves the natural conditions of existence of humans, animals, plants, reducing the impact on the environment and support environmentally oriented customers' requirements.	Dissertations of Jan- Paul Hoopen. Difo-Druck GmbH, Bamberg, 1995
Environmental marketing – the whole business enterprise that aims to produce environmentally oriented products, demand for these products, bring all the resources of an enterprise with the requirements and market opportunities for profit without harming the environment.	Jacquelyn A. Ottman. Green marketing: opportunity for innovation. – Lincolnwood (Chicago), USA, NTC Business Books. – 270 p.
Environmental marketing – is the management process responsible for identifying, predicting and satisfaction of customers and society's needs in efficient and sustainable way.	Peattie K. Green marketing / R. Peattie. – London Pitman Publishing, 1992. –344 p.
Environmental marketing – is a special kind of human activity to meet the needs through exchange that does not violate the ecological balance of the environment and does not affect public health.	A. Andrews. The economy of the environment / A. Andrews. – K .: Lybid, 1995. – 271 p.
Environmental marketing – environmentally friendly activity related to the development, manufacturing and sale of products to meet the needs of the population, taking into account the environmental impacts.	Introduction to ecological Marketing: Textbook. Posobye / [Zhubanova L.K., Sarmurzina A.G., Efremov S.V., et al.]- Al-FarabiKaz. state University, Chemical. dept.-Almata: Qazakun-ti, 2000. – 129 p.

Environmental marketing contributes the increasing quality of life, support of sustainable, balanced territorial development, and preservation of environmental quality along with the growth of consumption, the expansion of consumer choice and consumer satisfaction.

The overall goal of environmental marketing [2, p.24] is to ensure the long-term well-being of society from the point of economic, social and environmental positions based on entrepreneurship entities.

The main goal of environmental marketing at the entity level is to identify the unsatisfied demand in clean environmental conditions, environmentally friendly products, techniques and technologies for targeting production to meet the environmental needs, i.e. software development, production and implementation of environmental goods with the existing demand in the market.

The main goal of environmental marketing at the regional and national levels is to create conditions for economic entities in which they will be interested in upgrading production technologies and seek to efficiently use, preserve and restore the natural resource potential of the region (or compensate caused public harm).

Environmental marketing aimed at encouraging the manufacturer to the creation and diffusion of environmentally friendly goods and services, at a combination of economic and environmental interests of society.

Satisfaction in the context of environmental marketing occurs through the exchange and herewith ecological balance of the natural environment and the health of society is not disturbed.

The objectives of environmental marketing are the following [3]:

- formation of environmental needs in the market;
- creating conditions for preserving the environment;
- adaptation of production to market conditions;
- development of competitive environmentally friendly products;
- intensification of sales of environmentally friendly products;
- making additional profit by greening the production.

According to Skrypchuk P.M., environmental marketing is designed to perform the following functions [7, p.235]:

- to study the demand for environmentally safe products;
- assortment planning, pricing, advertising and sales promotion of environmentally friendly products, technologies and services;
- creating a positive image of the company with regard to environmental priorities (availability of certified quality management systems, environmental management, production of environmentally certified products) as a part of development strategy;
- production of environmentally friendly products, providing environmental services;
- development of ecological and economic mechanisms of production justification, sales of environmentally friendly products;
- improving company image through rational use of natural resources;
- sales promotion of environmentally friendly products;

According to another opinion [3, p.131–136], the basic functions of environmental marketing are:

- The study of the demand for environmental products;
- Market development of environmentally friendly products;
- Range planning of environmental goods, pricing, advertising and sales promotion of ecoproduction;
- Activities including organization of cleaner turnover, warehousing, transportation and customer service;
- Direct environmental orientation of products as well as the entire cycle of production-consumption – from raw material extraction to disposal;
- Increasing responsibility for environmental problems at all levels of the organizational structure of the company, taking into account the assessment system of environmentally oriented criteria;
- Improving the system of environmental improvement initiatives to encourage production and consumption;
- Creating a positive image of the company.

The implementation tool of the latest function of environmental marketing is the certification of the company according to ISO 9001 (the company has a certified quality management system - does not cause destructive harm to the environment or improves its condition), ISO 14001, ISO 14024 (environmental labels where the right to use eco sign is provided by an independent third party), ISO 14030 (producing harmless products), EMAS (if the company takes into account the priorities of environmental management).

Environmental marketing is divided into two types [2, p.26]: commercial and noncommercial. Nonprofit environmental marketing includes: activities of participants of movements for environmental protection; marketing political figures, acting for the protection of the habitat; scientific and social programs, ideas and initiatives to restore and maintain the ecological balance; marketing of investment in environmental projects at local, regional and national levels; marketing of regions to attract manufacturers of environmentally friendly products to the region; marketing of programs for the creation of protected areas.

Commercial ecological marketing is the marketing of the production of environmentally friendly goods and services; marketing of natural resources and environmental conditions (in ecological marketing they are called resource products); marketing of environmental emission allowances and discharges of pollutants into the environment; marketing of economic and environmental incentives to undertake effective environmental policy, ecotourism marketing etc.

Environmental marketing enables to implement the strategic planning process not only using a new way, but also indicates directions for solving many problems associated with the emergence of environmental risks. To be specific consumers' ecological needs is the main focus of attention of producers who provide clean and environmentally friendly products and services. Satisfying the environmental needs of consumers the producers realize their ultimate goal – making a profit and the ultimate profit in the case of environmental marketing is to increase and improve the consumers' quality of life.

The main categories of environmental marketing are environmental needs and environmental products that are able to meet these needs.

That is the reference point for traditional marketing is the orientation on traditional needs and environmental marketing focuses on the environmental needs that arise as a result of the environmental crisis and decrease of the quality of habitat.

Thus Prokopenko O.V. [2, p.34] believes that consumers' environmental needs (and society in general) are pleasures that do not ecodestructively impact on consumers, their habitats and life, and help to improve the environment.

At the present stage of economic development, most products have a negative impact on the environment. However, the market for environmental goods is rapidly growing; it developing due to the existence and increase of environmental needs.

“Environmental goods” is understood as different types of natural resources by some economists. Others believe that «environmental goods» is clean air, water, soil, and health. Besides, environmentally friendly products are called products and services, production and consumption of which reduces the integral environmental impact per unit of gross national product. Under environmentally friendly products is meant everything that can meet the environmental need or its lack and that is proposed at the market to attract attention, or for purchasing, use or consumption.

Environmental goods are economic goods, that is the results of human labor (economic activity) that exist in the material and substantive form (tangible products), in the spiritual or information form (intellectual products) or in the form of completed work and services, production and consumption of which reduces integral ecodestructive impact per unit of gross national product while enhancing economic efficiency in the areas of production and consumption that can meet the environmental needs and available on the market to attract attention, for purchasing, use or consumption [2, p.48].

According to some authors the phrase «environmentally friendly» is generally meaningless: if the product itself really is completely natural and does not contain harmful substances, it may appear that toxins are used in its production.

This means that if the packaging of the product is burnt, highly toxic substances will be allocated in the atmosphere. And serious damage may be caused to the environment while producing the goods.

Or, for example, the «pure» product may be wrapped by the packaging that is made using outdated technology, which in turn is harmful for the environment.

True environmentally friendly product can be called so if it does not contain substances harmful to human environment. And if there is no damage to the environment caused during its manufacture and packaging disposal.

An obligatory condition for environmental cleanliness is the lack of harmful substances, components, materials and other raw materials in the finished product, as well as eligibility of production technology of this product to ecoeffective criteria. This will ensure a minimum content of harmful substances in the product and improve the quality and competitiveness of goods. Thus it will point out to the necessity of reviewing administrative decisions under the new conditions of formation and development of the environmentally friendly products.

In addition, in the XXI century there is a clearly apparent tendency in changing values and consumers' targets, environmental degradation, increased competition on a global scale and so on. It becomes more difficult for manufacturers to win certain market segments, and retain their positions. Therefore, new approaches to environmental marketing are actively being developed.

One of the new strategies that are successfully implemented is product differentiation according to its impact on the environment. Consumers are becoming extremely interested in environmental goods; under certain conditions they are even willing to pay a higher price for them. For example, consumers in developed countries pay a surcharge of 50 – 100% for food grown without fertilizers and pesticides; their choice changes the structure of the agricultural sector. Organic farming is being successfully developed, particularly in the US its production volume increases annually by more than 20%. Similar dynamics is observed in other countries, especially in Western Europe.

Ecological business strategy to reduce waste in production line is combined with the increase in profits. Society, especially in developed countries, considers pollution and waste as a sign of inefficient production. For example, the firm «Interface», a world leader in the manufacture of synthetic flooring since 1994 has saved more than 90 million dollars on waste.

More and more companies maximize the benefits of implementing the strategies to prevent pollution, moving to zero waste production. Recycling a by-product, companies reduce their costs by avoiding sending waste to landfill, and even create a new income. For example, Japanese beer producing company «Asahi Breweries» gives remnants production (beer thick) to farmers for livestock feed, plastic packaging is processed into synthetic coatings, lids from bottles are used for construction purposes, cardboard remains are directed for paper recycling. According to the Japanese press more than 3% of the surveyed firms use non-waste production.

Conclusion. Thus, environmental marketing helps meet the consumers' needs for highly quality products received on the basis of compliance of environmental balance between human needs and methods to meet them, and the concept of environmental marketing is one of the most modern ones of doing business in today's conditions. It aims to simultaneously solving economic, social and environmental problems of society as well as conforms to its ideology of sustainable development.

Висновки. Екологічний маркетинг сприяє задоволенню потреб споживачів у якісній продукції, отриманій на основі дотримання екологічного балансу між людськими потребами й методами їх задоволення, а концепція екологічного маркетингу є однією з найсучасніших концепцій ведення бізнесу в умовах сьогодення.

Вона спрямована на одночасне розв'язання економічних і соціально-екологічних проблем суспільства, а також відповідає ідеології сталого розвитку.

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